

# **New Bedford Mass in Motion**

## **2013 Mass in Motion Community Report**

### **About New Bedford Mass in Motion, a Program of the New Bedford Department of Human Services**

Mass in Motion New Bedford works locally to increase opportunities for New Bedford residents to eat better and move more in the places they live, learn, work, and play. New Bedford is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

### **Priority Initiatives**

- Safe Routes to School - creating safe, walkable routes to school
- Healthy Dining - offering healthier options at local restaurants
- Healthy Markets - offering healthier options at neighborhood convenience stores
- Healthy Worksites - creating healthier work environments
- Built Environment - designing vibrant, active neighborhoods for bikers and walkers
- School Nutrition - offering healthier foods in schools

Obesity Rate: 23.6 - 45

### **Accomplishments**

- Exceeded goal of obtaining 8 restaurants with a total of 11.
- Recruited 3 more Healthy Markets for a total of 5, including one WIC approved
- We distributed over 5,500 community brochures in English, Spanish & Portuguese informing the public about the Healthy Markets Program
- 25 schools continue to participate in the Safe Routes to School initiative
- Painted 6.5 miles of new bike lanes and installed 15 new bike racks

### **Quote**

"Tremendous progress has been made in such a short period of time to enhance opportunities for biking in New Bedford." Kim Ferreira, Mass in Motion Coordinator

### **In Your Community (Page 3)**

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### **Success Story**

Creating a more bike friendly culture in our City has been the biggest success with MiM for 2013. Mass in Motion has collaborated with many City officials and the New Bedford Bike Committee (NBBC) to develop a city-wide bicycle lane priority map. With this map, over 6.5

miles of bike lanes have been painted throughout the City. To compliment these efforts, over 15 bike racks have been installed in key locations of the city, including our downtown Library, West Beach area and Hazelwood Park, one of our largest parks. Our very supportive Mayor even rode his bike to work in May 2013 and made an official proclamation that May 17th is New Bedford Bike to Work Day. Finally, in Fall 2013 we hosted the 1st annual New Bedford Pedal Party which included a family friend bike ride, activities and giveaways. Over 100 people, with the Mayor and the Board of Health Chair rode a 3.5 miles loop.

## **Healthy Eating Highlights**

- Revised the healthy dining application to reflect more comprehensive guidelines as well as adding children's menu options to compliment the MiM Kids project
- Created a Healthy Markets Task Force consisting of 3 nutrition experts.
- 5 Markets have signed up for the Healthy Market Initiative.

## **Active Living Highlights**

- New Bedford has successfully partnered with Fall River to create, develop and implement the SouthCoast Bikeway.
- MiM New Bedford created the New Bedford Bike Committee, which the Mayor actively supports and has declared May 17 as New Bedford's annual "Bike to Work Day".

## **A Statewide Movement (Page 4)**

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### **Community Partners – Working Together in New Bedford**

New Bedford Bicycle Committee, New Bedford Board of Health, New Bedford Economic Development, New Bedford Health Department, New Bedford Housing and Community Development, New Bedford Mayor's Office, New Bedford Parks, Recreation & Beaches, New Bedford Planning, New Bedford Police Department, New Bedford Public Infrastructure, New Bedford Public Schools, New Bedford School Committee, 3rd Eye Unlimited, Alliance for a Healthier Generation, BMC HealthNet Plan, Blue Cross Blue Shield of Massachusetts, Boston University Ad Lab, Boys and Girls Club of New Bedford, Bristol Community College, Buzzards Bay Coalition, Coastline Elderly Services, Inc., Community Foundation of SEMA, Gifts to Give, Global Learning Charter School, Greater New Bedford Allies for Health and Wellness, Greater New Bedford Community Health Center, Greater New Bedford Health Equity Initiative, Greater New Bedford Vocational Technical High School, Harvard Medical School, Department of Population Medicine, Harvard Pilgrim Health Care Foundation, Harvard School of Public Health, Health Resources in Action, Inc., Holy Family Holy Name School, Immigrants Assistance Center, Inter-Church Council of Greater New Bedford, Let's Move, Little People's College, MA Department of Public Health (MDPH), Marion Institute Grow Education, Mass RIDES/Mass DOT, Mass in Motion Fall River, MassBike, Mayor's Youth Council, MDPH – Southeast Regional Health Office (SERHO), MenuJoy, MetroWest Community Health Care Foundation, National Initiative for Children's Healthcare Quality (NICHQ), National Parks Service, New Bedford Community Rowing, New Bedford Housing Authority, New Bedford Whaling National Historical Park, Northstar Learning Center, Our Sister's School, PACE Head Start New Bedford, Safe Routes to School, SE Environmental Education Alliance (SEEAL), Seven Hills Behavioral Health, South Coast Bikeway Alliance (SCBA), Southcoast Hospital System, Southcoast

Outdoor Network, Southeastern MA Agricultural Partnership (SEMAP), Southeastern MA Food Security Network (SMFSN), Southeastern Regional Economic Development District (SRPEDD), The Blue Cross Blue Shield Foundation, The Boston Foundation, Trips for Kids New Bedford, Tufts Health Plan Foundation, UMASS Dartmouth Sustainability Initiatives, VOICES for a Healthy Southcoast, Walk Boston, WORD Child Development Center, Yoga Kids, Inc., Youth Ambassador Program, YMCA of New Bedford, YWCA of New Bedford

## **Contact Information**

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